

PERSONAL INFORMATIONS

Surname: Ricciardelli
First Name: Luca
Home address: Via della Pineta, 25 16011 Arenzano (Ge) Italy
Mobile telephone: 3400827367
E-mail: luca.ricciardelli@gmail.com
Date of birth: 28.09.1968
Marital Status: Married
Nationality: Italian

EDUCATION AND TRAINING

University of Genova, Business Administration school – Genoa, Italy
High School Diploma, Lyceum “Luigi Lanfranconi”- Genoa, Italy

LANGUAGES AND COMPETENCES

Italian: mother tongue.
English: perfect understanding, speaking and writing.
French: perfect understanding, very good speaking and writing.
Spanish: good understanding, basic speaking and writing.
Bahasa: basic understanding, speaking and writing.

WORK EXPERIENCE

2014 **Director of Sales** at Technigroup Far East Pte. Ltd. Singapore

- Developed brand visibility in the SEA Region for one the major Asian manufacturer of office furniture.
- Led new marketing initiatives for the key products.
- Set up relationships with architects, I.D.'s, construction companies, MNC's supply & procurement officers in order to manage agreements with the key business drivers. Tendering for government projects up to SGD 10 mils
- Projected priorities, according to budget (SGD 3.000.000)
- Providing current market intelligence

2012 **Business Development Manager** at Starpool – Singapore Branch

- Created and established relationships for a global manufacturer in the sauna & steam room sector. Working closely with developers, interior designers, PM's, spa consultants.
- Organized fairs, workshops and seminars. Defined promotional and distribution strategies. Appointed dealers and distributors. Identified new business opportunities Evaluated the market and analysed the key competitors and products.
- Regularly measured P+L results and reviewed strategy.
- Exceeded the sales objectives (2012-2013) SGD 2.000.000

2007 **Sales Manager** at Codutti S.p.a. Italy

- Region Sales Manager for one of Italy's major players in the office furniture manufacturing industry. Exceeded the year personal sales budget (2007-2011). Euro 1.300.000
- Defined the region strategy for the acquisition of clients via change to the new sale channel (B2B).
- Recruited, coached, motivated and managed in a fast paced environment the sales team.
- Designed and implemented the Customer Relationship Management. Implemented the sales call center strategy and the activity of support to the sales team.
- Designed the price breakdown in accordance with the corporate guidelines.
- Redesigned the procedure of the promotional activities.

1996 **Sales Agent** at Amway s.r.l Italy.

- Team leading a group of sub agents for the world leader in the toiletries and diet supplements industry. 2007 year sales budget: 530.000 Euros
- Organized, developed and delivered the training program for the sales teams throughout all Italian units.

1995 **Sales Executive** at Siros-Enea Rossi s.r.l. Italy

- Development of new regional market for an Italian importer of telescopic slides, gas springs, industrial castors.
- Managed new initiatives for the acquisition of clients at the corporate level. Created the clients' database.

1994 **Office Manager** at Fondocasa Italy

- Assisted the Managing Director of one of the Italian majors in the real estate industry.
- Implemented the day by day activities.

1993 **Assistant** at Trader's Credit Bank Athens, Greece

- Assisted the Branch Manager in the day by day activities.
- Selected the applicants' CV.

1992 **Financial Controller** at AIESEC University of Genoa, Italy

- Audited and controlled the local office of the most important student network in the world.
- Redesigned the fundraising procedure of the university sponsors.

EXTRAPROFESSIONALS INTERESTS

Photography, travels, sailing, scuba diving, reading, cinema, latin language, psychology.